

Autumn
2006



Iowa Department
of Public Safety



In this issue...

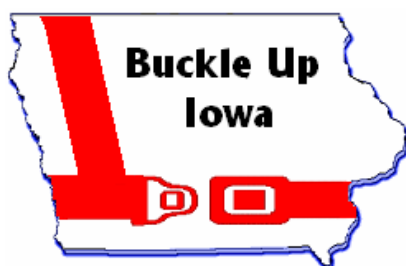
Calendar	2
2006 Drug Recognition Expert Class	2
Iowa is nationally recognized	3
2007 sTEP	4
2007 Corridor Enforcement	4
Labor Day Impaired Driving Media Event	5
GTSB at the Fair	6
Vince and Larry	6
Retirement Pictures	7
Seat Belt Awards	7

December 20 through December 31st the National Highway Traffic Safety Administration (NHTSA) will be placing \$7,000,000 nationally in paid media “Drunk Driving. Over the Limit. Under Arrest.” to help with enforcement activities through the 2006 holiday season. There will be at least two planned media events held in conjunction with these efforts. Law enforcement agencies will be provided an announcement package including a sample media release and a report form. The Governor’s Traffic Safety Bureau will be asking you to forward data on the types of violations your officers encountered during this time frame.

The December creative and earned media pieces for both the *Drunk Driving. Over the Limit. Under Arrest.* campaign and the social norming messages of *Buzzed Driving is Drunk Driving* and *Friends Don't Let Friends Drive Drunk* are now posted on stopimpaireddriving.org, accessible at the following link:

<http://www.stopimpaireddriving.org/planners/Holiday2006/index.cfm>

If you have further questions, please feel free to contact the Impaired Driving Coordinator Denny Becker at 515-281-8844 or by e-mail at becker@dps.state.ia.us or Program Director Bob Thompson at 515-281-3014 or by e-mail at rthomps@dp.state.ia.us.



Every Trip – Every Time

Iowa seat belt use	90%
2008 Goal	95%
Midwest ranking	# 2
U.S. Ranking	# 11

Calendar

2006

November 20 - 26
PUT/sTEP wave

November 30
Final Claims for
2006 Contracts
Due

December
National Drunk &
Drugged Driving
Prevention
Month (3D
Month)

2007

February 12 – 15
sTEP wave

February 28
Section 402/410
Proposals Due

March 25 - 27
Lifesavers
Conference,
Chicago, Illinois

April 10 - 12
Annual Iowa
Governor's
Traffic Safety
Conference,
Des Moines,
Iowa

May 6 - 12
Pick Up Truck
Enforcement
Wave (PUT)

May 21 – June 3
sTEP wave

June 30
Section 157
Proposals Due



2006 Drug Recognition Expert Class

The 2006 Drug Recognition Expert Class was successfully held August 31 – September 14 in Ames, Iowa. As a Drug Recognition Expert (DRE), an officer is able to determine if a subject is impaired on drugs and unable to operate a motor vehicle in a safe manner. The certification phase was completed at the Des Moines Police Department in Iowa and the Maricopa County Sheriff's Office in Arizona October 3-6, 2006.

Front L-R

DRE Instructor Mark Rehberg, Clive PD; Commissioner Kevin W. Techau, Iowa Department of Public Safety; Lead Instructor Marc Griggs, ISP; Agent Jagat Sandhu, Iowa DCI; Instructor Trooper Bryan Beckman, ISP; Sgt. Doug Hart, Iowa City PD

2nd Row

Chief Brian Utter, Clarence PD; Deputy Jeremy Newton, Ringgold Co SO; Officer Bryan Conrad, Clarinda PD; Deputy John Hatterman, Sac Co SO; Trooper Byron Nudd, ISP; Officer Travis Hamilton, Johnston PD; and Officer Ron Hansen, Carter Lake PD

3rd Row

DRE Instructor Sgt. Russ Belz, Story Co SO; Deputy Pete Ungaro, Johnson Co SO; Deputy Brian Bigaouette, Marion Co SO; Officer Mike Hernandez, Council Bluffs PD; Officer Jim Graham, Perry PD; Sgt. Dallas Wingate, Madrid PD; Trooper Jason Halverson, ISP; Trooper David Overton, ISP & Denny Becker, DRE Program Manager, GTSB

CrossRoads

Thomas J. Vilsack, Governor
Kevin W. Techau, Commissioner,
Iowa Department of Public Safety
J. Michael Laski, Director
Governor's Traffic Safety Bureau
Wendie S. Nerem, Editor

CrossRoads is published quarterly by the Governor's Traffic Safety Bureau
Wallace Bldg., 4th Floor
Des Moines, IA 50319-0248
Phone: 515/281-3907
Fax: 515/281-6190
E-Mail: gtsbinfo@dps.state.ia.us

We welcome article submissions and ideas pertaining to traffic safety.

Visit our web site at: www.iowagtsb.org.
The latest issue of *CrossRoads* may be viewed in color at:
<http://iowagtsb.org/gtsbcrsr.pdf>
Back issues of *CrossRoads* may be viewed from links at:
<http://www.infoiowa.state.ia.us/DPS/index.htm>

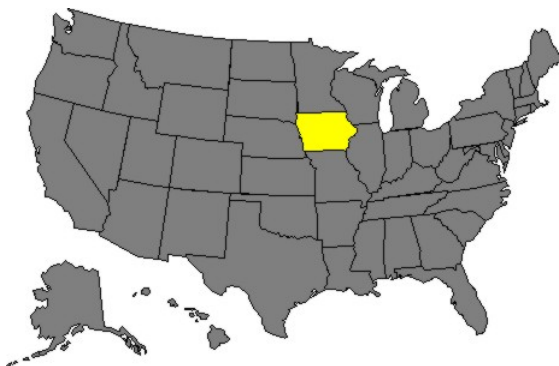


Governor's Golden Dome Award Employee of the Year

**Sandy Bennett
2006 Employee of the Year
Department of Public Safety
Governor's Traffic Safety Bureau
Administrative Assistant 2
28 Years of Service**

Sandy was responsible for a major revision of the Bureau's Annual Evaluation Report, a major governing document between the Governor's Traffic Safety Bureau and the National Highway Traffic Safety Administration which provides over \$6 million in highway safety funds to Iowa each year. Thanks to her efforts, the report was shortened from 85 to 28 pages with enhanced graphics and improved readability. These changes resulted in considerable savings in report preparation time for GTSB staff as well as paperwork reduction.

IOWA IS NATIONALLY RECOGNIZED



restrictions such as speed, night-time driving, routes, time of day and distance from home. These restrictions allow more Iowans to drive longer and safer by maintaining limited driving privileges which serve the basic transportation needs of the individual.

DRUG IMPAIRED DRIVING

NHTSA, working through the Pacific Institute for Research and Evaluation (PIRE), is in Iowa interviewing law enforcement officers in Des Moines and Cedar Rapids to obtain opinions and observations about the effectiveness of Iowa's drug per se law.

OLDER DRIVERS

On October 24th and 25th a three member team from the Government Accounting Office (GAO) visited Iowa as part of a Best Practices study concerning older drivers. Other states included in the study are California, Oregon, Maryland, Florida and Michigan. The panel was most interested in Iowa's approach to training of highway safety personnel including traffic engineers, planners and technicians regarding older driver accommodations. The focus of this type of training in Iowa is on signage and pavement markings. Tom McDonald, Iowa's Safety Circuit Rider (GTSB funded) is one of those involved in this training.

A second area of interest was Iowa's licensing approach for older drivers. Iowa's system accommodates older drivers with a variety of

SPECIAL TRAFFIC ENFORCEMENT PROGRAM (sTEP)

Iowa's Special Traffic Enforcement Program (sTEP), within the Governor's Traffic Safety Bureau, is being studied on a national level as a model for nationwide traffic programs in the future. Iowa's sTEP program was originally established with a goal to focus on saving lives and reducing serious injury accidents by increasing safety belt use. Waves of concentrated enforcement activity are centered around dates showing high volume traffic fatality and accident levels. Iowa, along with Maryland and Virginia is being evaluated to demonstrate the benefits of year round enforcement and public information and education efforts, to increase safety belt use.

FFY 2007 sTEP Waves

November 20 – 26, 2006

February 12 – 15, 2007

May 21 – June 3, 2007

July 2 – 6, 2007

August 17 – September 3, 2007

Iowa's law enforcement community will be joining forces across the state urging motorists to buckle up and obey all traffic laws in an effort to make our streets and highways safer during this Thanksgiving Holiday. During November 20-26, 2006 officers all across the state are gearing up for this enforcement effort in order to save lives and reduce serious injury accidents as part of Iowa's Special Traffic Enforcement Program (sTEP) AND THE Iowa State Patrol Combined Accident Reduction (CARE) Program.

Last year, six fatalities were reported in Iowa during the Thanksgiving Holiday weekend, which is four more than the previous year in 2004. From 1995 through 2005, there have been 58 people who have died on Iowa's roadways as a result of Thanksgiving holiday mishaps, with at least 20 of those in crashes involving drinking and impaired drivers.

"We continue to stress the importance of seat belt usage in all motor vehicles, especially in pickup trucks, to help reduce fatalities and serious injury accidents," says J. Michael Laski, the Director of the Governor's Traffic Safety Bureau. In 2005, 184 of Iowa's traffic fatalities were unbelted with approximately one third of those involving pickup truck drivers and their passengers. Even though Iowa has reached a 90% seat belt usage rate, there is still one in ten drivers or front seat passengers that don't buckle up on a daily basis. Seat belts save lives! Take the time to buckle up. Every Trip! Every Time!

For additional information, contact:

Randy Hunefeld, sTEP Coordinator
Governor's Traffic Safety Bureau
Wallace State Office Building
Des Moines, IA 50319-7166
Office: 515-281-7166
Fax: 515-281-6190
E-mail: hunefeld@dps.state.ia.us

FFY 2006 sTEP Contacts

Safety Belts	10,056
OWIs	1,765
Felony Arrests	274
Narcotic Arrests	631
Arrest Warrants	1,126

2007 Tentative Corridor Enforcement Events

Avenue of the Saints – March 15, 2007

TNT – May 24, 2007

61 HEAT – June, 2007

Operation Double Aught – July 19, 2007

Operation Is – August 30, 2007

Northern Lights October 4, 2007

Corridor Enforcement Projects are implemented by local, county, state and federal agencies involved in the project.

The Governor's Traffic Safety Bureau assists by facilitating organizational meetings and collecting and disseminating data relating to the activities involved.

For additional information on any event, call Robert Rushing, Iowa GTSB, 515-281-8836.



Labor Day Impaired Driving Media Event

On August 16, 2006 local, state and national law enforcement officials introduced efforts to reduce impaired driving throughout Iowa and the United States over the Labor Day Weekend. The media event stressed the national impaired driving crackdown, along with Iowa's last sTEP enforcement wave, August 18 – September 4, 2006. The National Highway Traffic Safety Administration (NHTSA) premiered it's new impaired driving campaign entitled "Drunk Driving. Over the Limit. Under Arrest." The Governor's Traffic Safety Bureau participated in this event by purchasing radio, television and cable time, airing the campaign.



Commissioner Kevin W. Techau addresses media regarding Labor Day enforcement and the department's focus to keep Iowan's safe over the holiday weekend.



Colonel Robert O. Garrison of the Iowa State Patrol addresses media regarding increased state patrol activity over the Labor Day Holiday.



Jim Green, NHTSA Regional Deputy Administrator addresses media on national efforts to reduce injury and fatalities over the Labor Day Weekend.

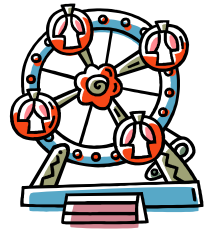


Mike Laski, Director, Governor's Traffic Safety Bureau addresses media regarding combined safety efforts of local, state and national law enforcement.

If you drive drunk, you will be arrested.



Governor's Highway Traffic Safety Bureau Booth At the Fair 2006



Vince and Larry visit the Governor's Traffic Safety Bureau Booth.



Mary Margaret Wagner of Burlington and Christine Burkett, GTSB, greet Iowa State Fair goers.



“VINCE AND LARRY” CRASH DUMMY COSTUMES

Vince and Larry are the names of two easily recognizable crash dummies developed by the National Ad Council and the National Highway Traffic Safety Administration.

These crash dummies visited the Governor's Christmas Party for state employees in December of 2005 in order to promote safety belt awareness.

If you would like to reserve the costumes for an upcoming event in your community, contact Ihla Hochstetler of the Governor's Traffic Safety Bureau at 515-281-3907.



Larry Grund, Iowa Technology Service Bureau Retires

Mike Laski, Director, Governor's Traffic Safety Bureau, presents Larry Grund, Director, Technology Service Bureau, with a Certificate of Appreciation for the assistance given to the GTSB during his years at the Iowa Department of Public Safety.

Congratulations Larry

Pioneer Hi-Bred International, Inc. Awarded Safety Belt Honor Roll Plaque for 95% Safety Belt Compliance



Charlie Black, Iowa/Illinois Safety Council and Lu Simpson, Governor's Traffic Safety Bureau, presents Dean Oestreich, President, Pioneer Hi-Bred International, Inc. with Safety Belt Honor Roll Plaques acknowledging 95 percent Safety Belt Compliance. Congratulations to Pioneer Hi-Bred International, Inc. Employees for this safety

Molo Quint, L.L.C. of Dubuque Awarded Safety Belt Honor Roll Plaque for 100% Safety Belt Compliance



Charlie Black and Laura Johnson, Iowa/Illinois Safety Council and Wendie Nerem, GTSB, present Bob Buck, Molo Quint, L.L.C. of Dubuque, with Safety Belt Honor Roll Plaques acknowledging 100% Safety Belt Compliance. Congratulations to Molo Quint, L.L.C. of Dubuque employees for this safety achievement.



Bob Harvey, Iowa DCI Retires

Denny Becker, GTSB, presents a Certificate of Appreciation to Bob Harvey, DCI Criminalistics Laboratory, upon his retirement August 24, 2006.

Congratulations Bob

Article Submissions

To submit articles for the CrossRoads Publication send to Wendie Nerem, Editor; Governor's Traffic Safety Bureau; Wallace State Office Building; Des Moines, Iowa 50319-0248;

FAX 515-281-6190 or e-mail to nerem@dps.state.ia.us.

Be sure to indicate that you would like to have the article published in the CrossRoads.

If you have any comments or questions contact Wendie Nerem at 515-281-5430.

Governor's Traffic Safety Bureau
Wallace State Office Building 4th Floor
Des Moines IA 50319-0248



PRRST STD
US POSTAGE
PAID
DES MOINES IA
PERMIT #1195